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Corona del Mar

Parking Management Program – Public Workshop

Presented by Brian Canepa, Nelson\Nygaard

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Project Purpose

- Better understand parking behavior in Corona del Mar through comprehensive data analysis
- Collaborate with the community to establish shared understanding of key parking issues
- Maximize existing parking resources
- Make it convenient for residents, visitors, and employees to park
- Develop a cost-effective and actionable parking management program

Meeting Agenda

- Overview of project process
- Brief refresher of existing conditions highlights
- Draft near and long-term strategies
- Q&A
- “Open House”

PROJECT PROCESS

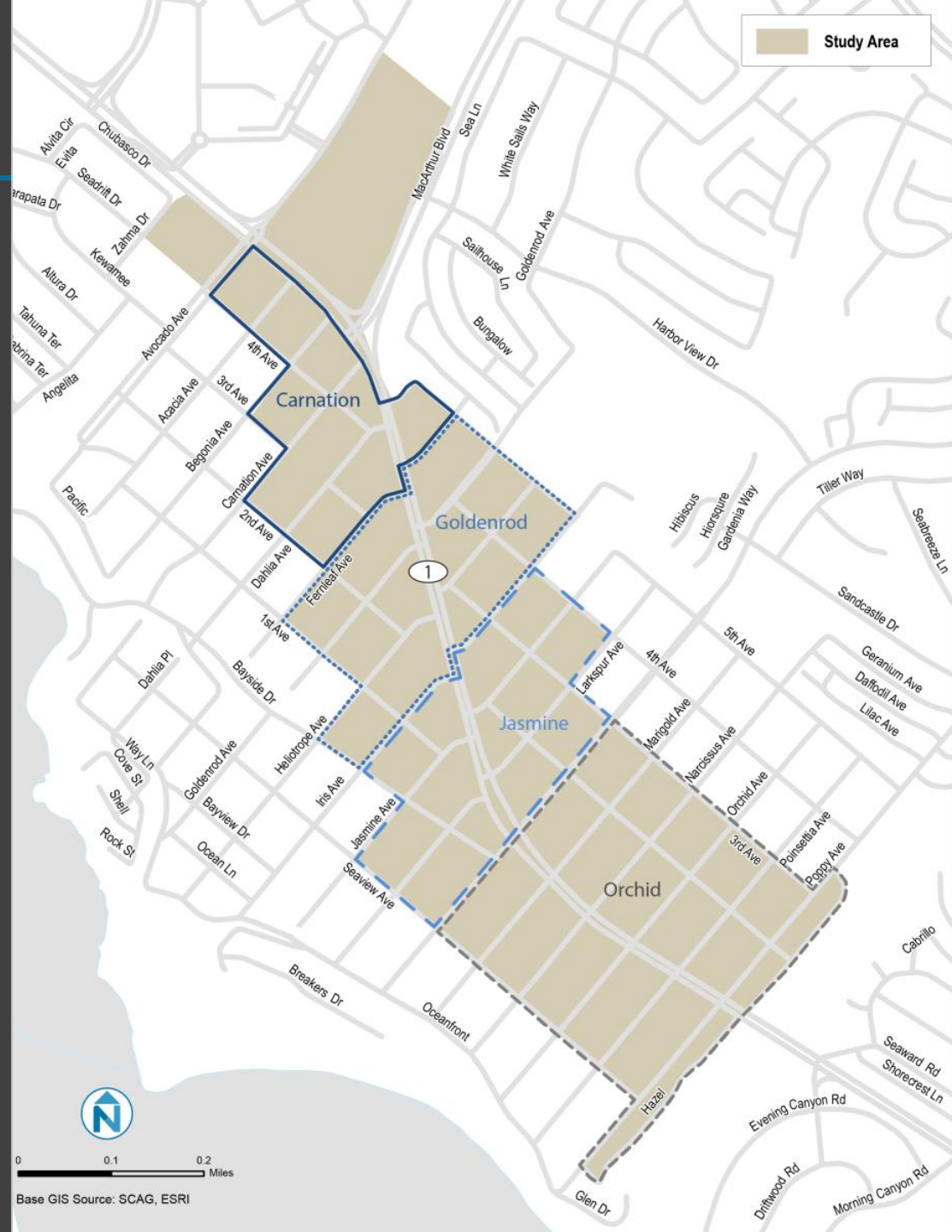
Project Process



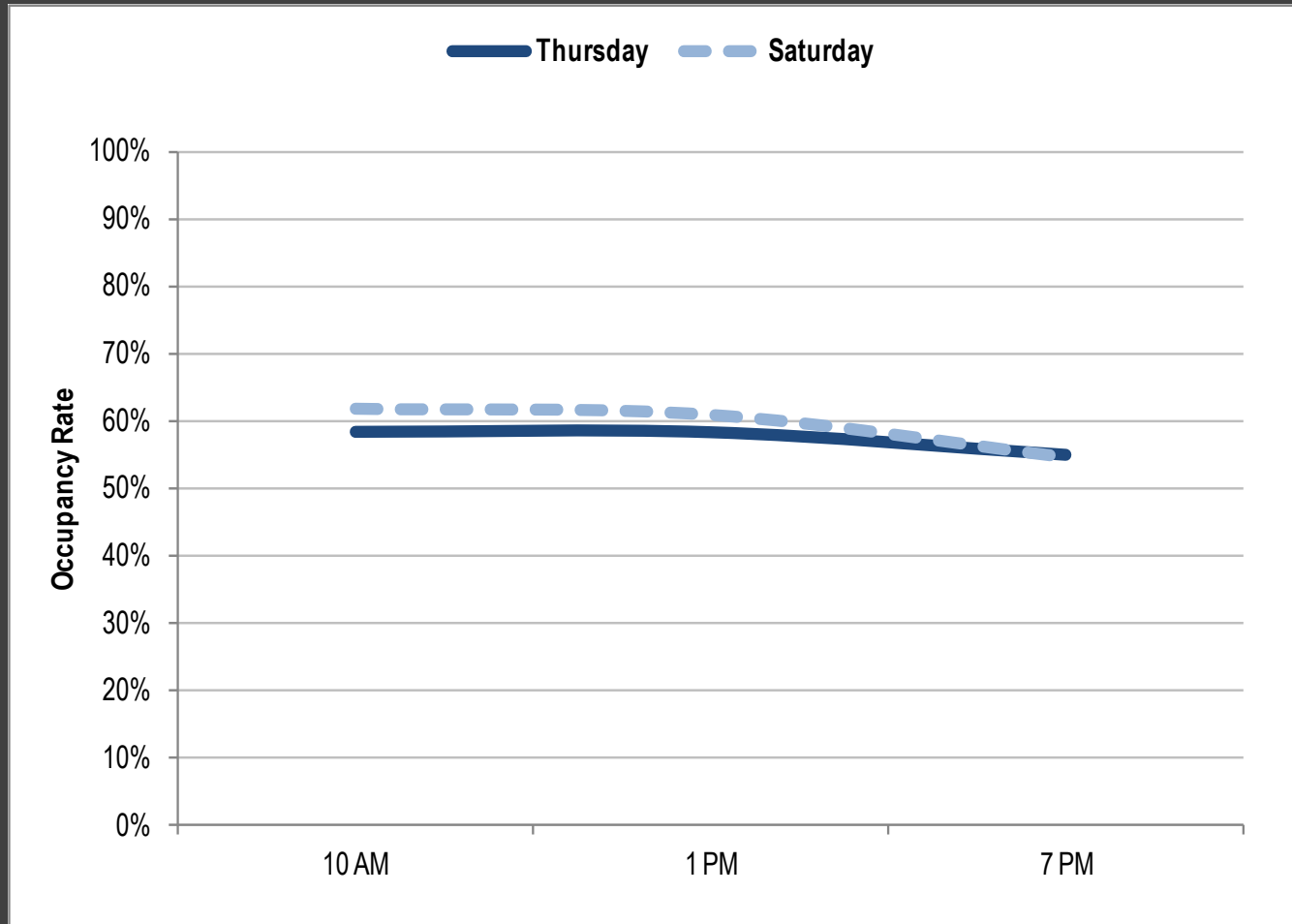
EXISTING CONDITIONS ANALYSIS

Study Zone

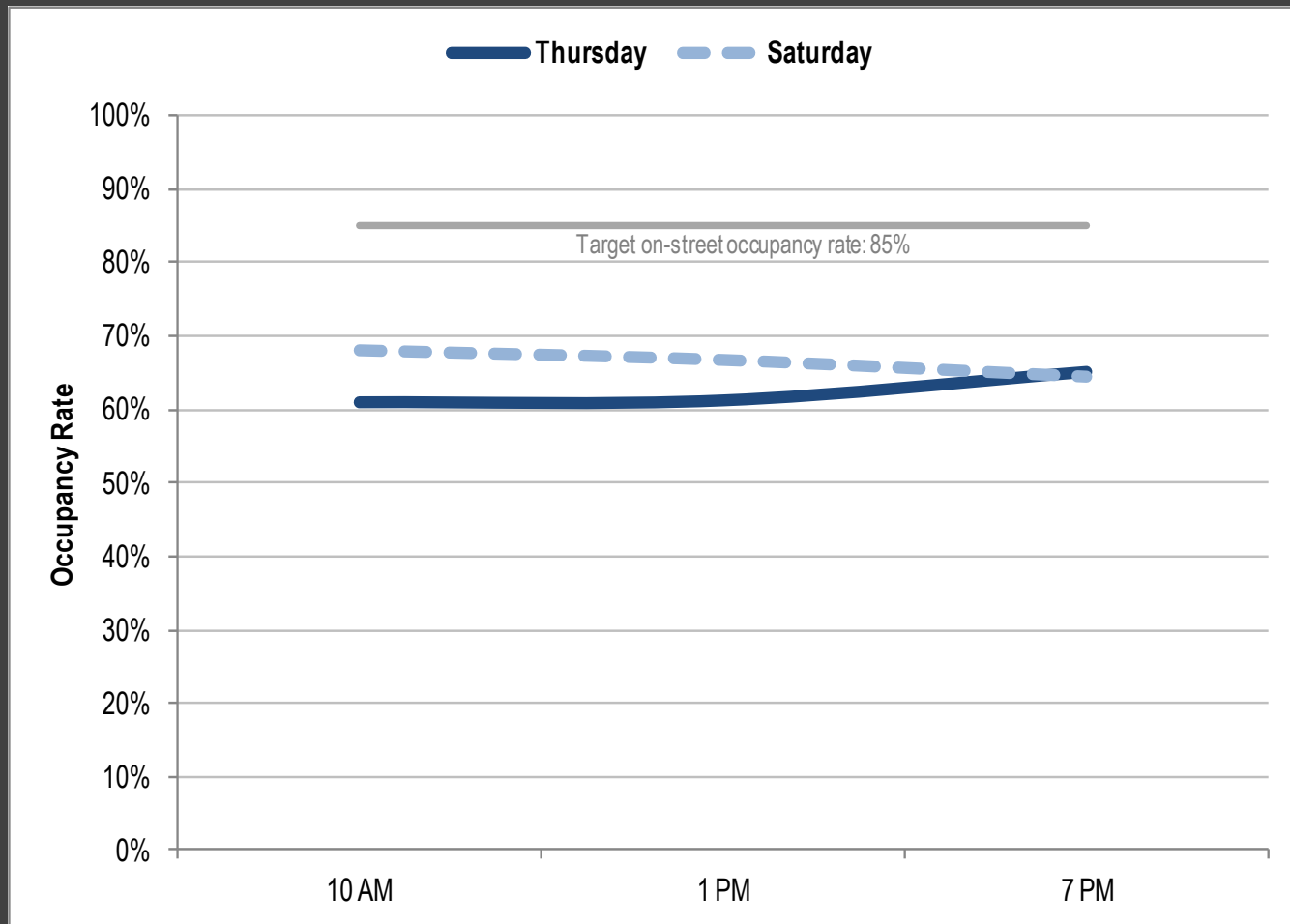
- Follows alignment of East Coast Highway from Zahama Drive south to Hazel Drive
- Divided into four distinct zones to facilitate analysis
- Also evaluated CDM Plaza



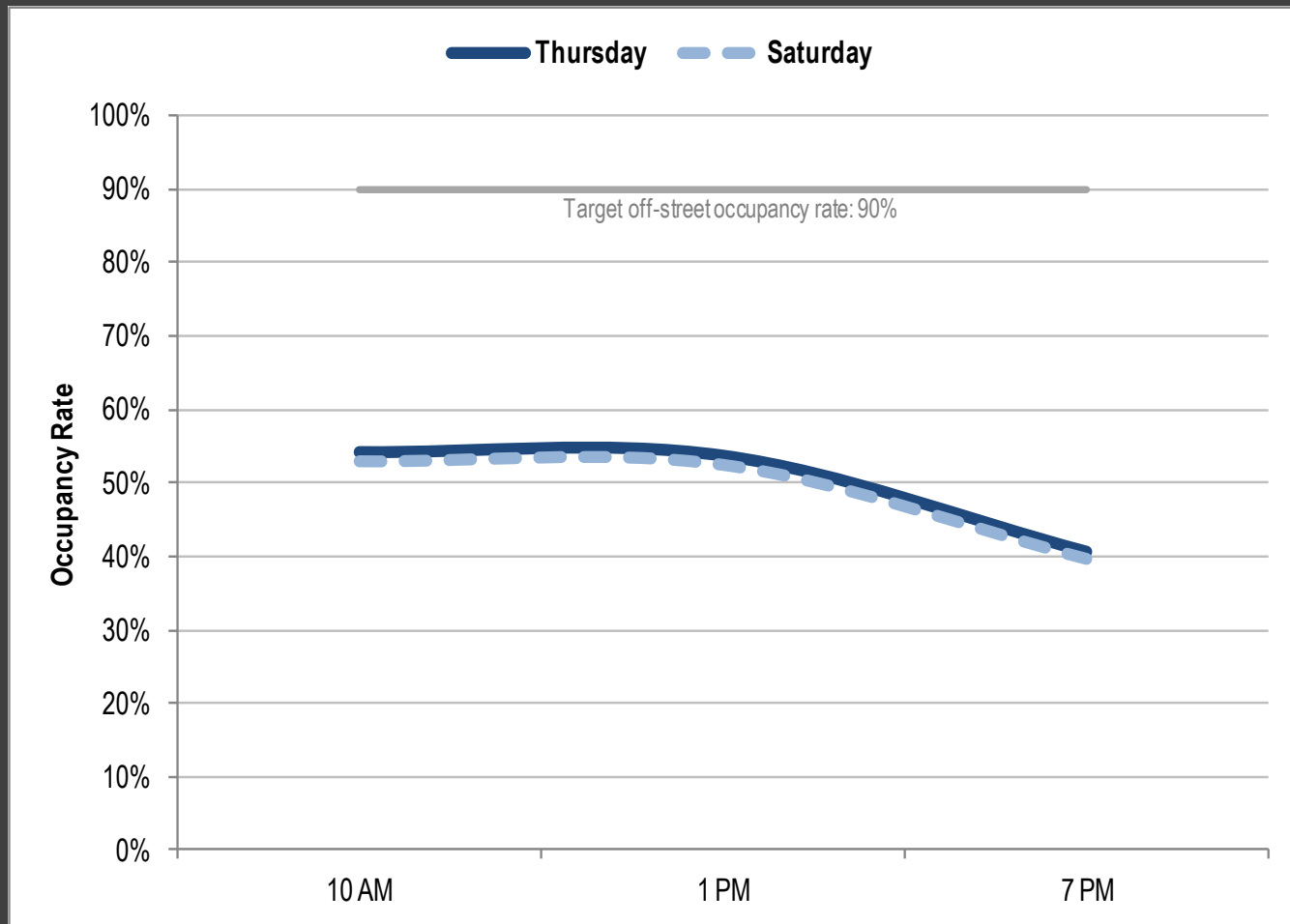
Parking Occupancy – Overall Study Area



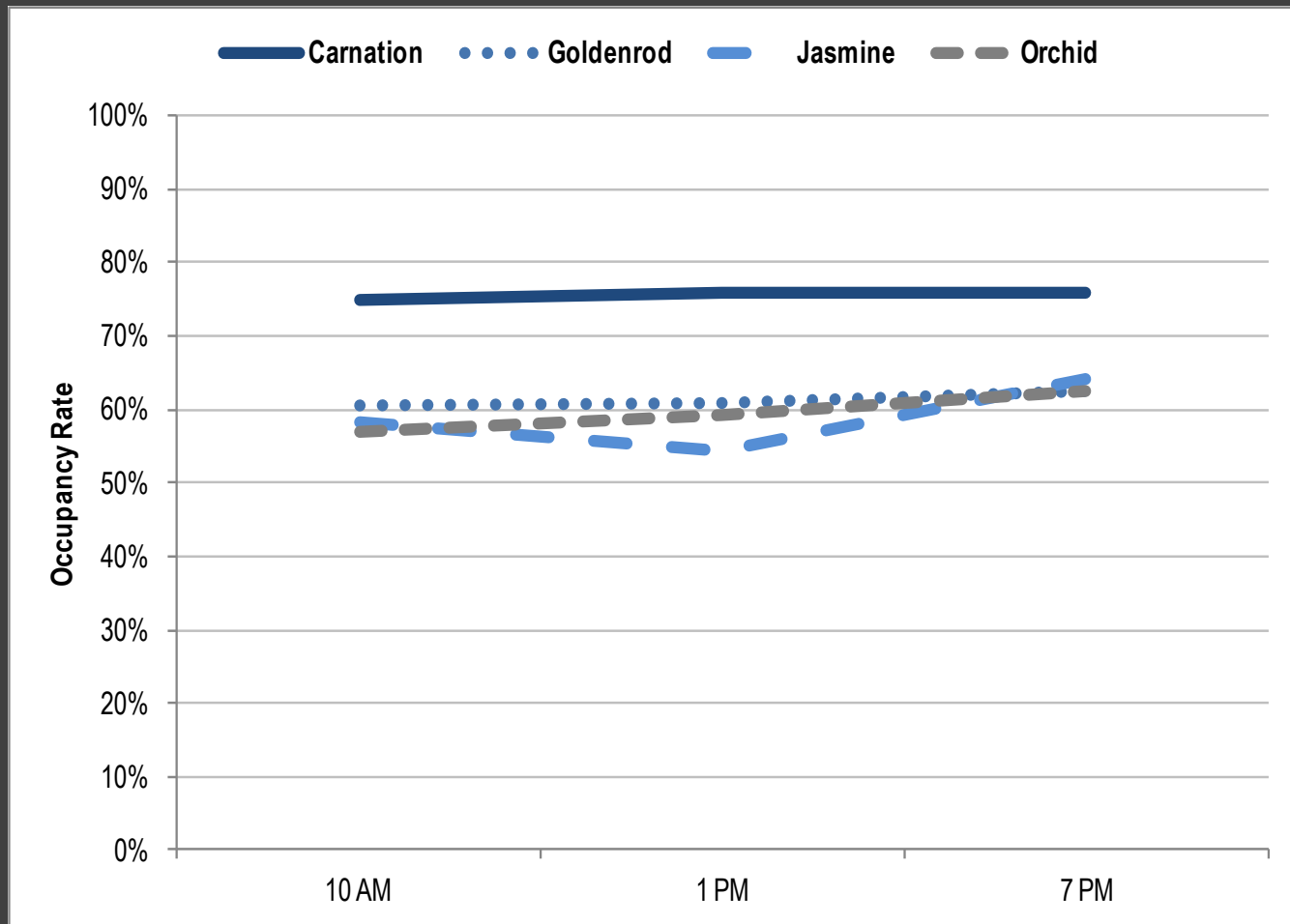
Parking Occupancy – On-street Parking



Parking Occupancy – Off-street Parking



Parking Occupancy – On-street by Zone, Thursday



Parking Occupancy – Saturday, 10 AM

- Peak-hour of demand – 62% occupied
- Pockets of high demand, mostly at northern end and adjacent to Highway 1 and near beach
- Less than 30% of block faces had occupancies at or above 85%
- Only 17% of off-street lots were at or above 90%



Parking Occupancy – Saturday, 1 PM

- CDM Plaza 96% occupied
- Higher demand on blocks closest to beach



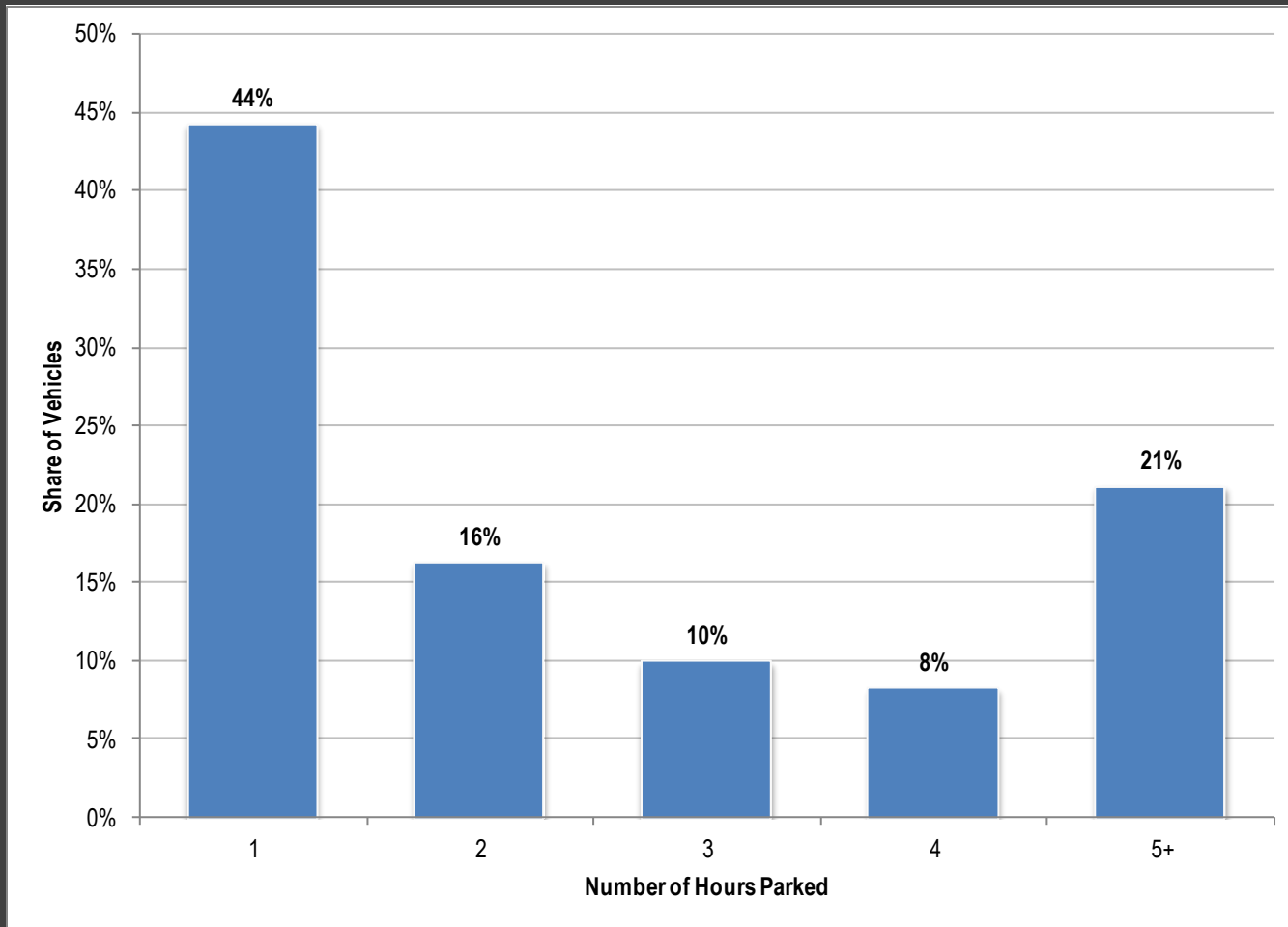
Parking Occupancy – Saturday, 7 PM

- High demand at north and south ends of study area
- Restaurant uses in high demand
 - Five Crowns
 - Side Door
 - The Crow Bar & Kitchen



Parking Duration

- 60% of vehicles park for less than 2 hours



Zoning Code

- Minimum parking requirements
- Limited flexibility for shared parking or changes in use
- Moratorium on in-lieu parking fee since 1989

Land Use	Minimum Requirement
Retail Sales	1 per 250 sq. ft.
Food Service	1 per 30—50 sq. ft. of net public area, including outdoor dining areas, but excluding the first 25% or 1,000 sq. ft. of outdoor dining area, whichever is less.
Bars, Lounges, and Nightclubs	1 per each 4 persons based on allowed occupancy load
Financial institution and related service	1 per 250 sq. ft.
Offices—Business, Corporate, General, Governmental (non-medical)	1 per 250 sq. ft. net floor area (only applies to first 50,000 sq. feet and then changes)

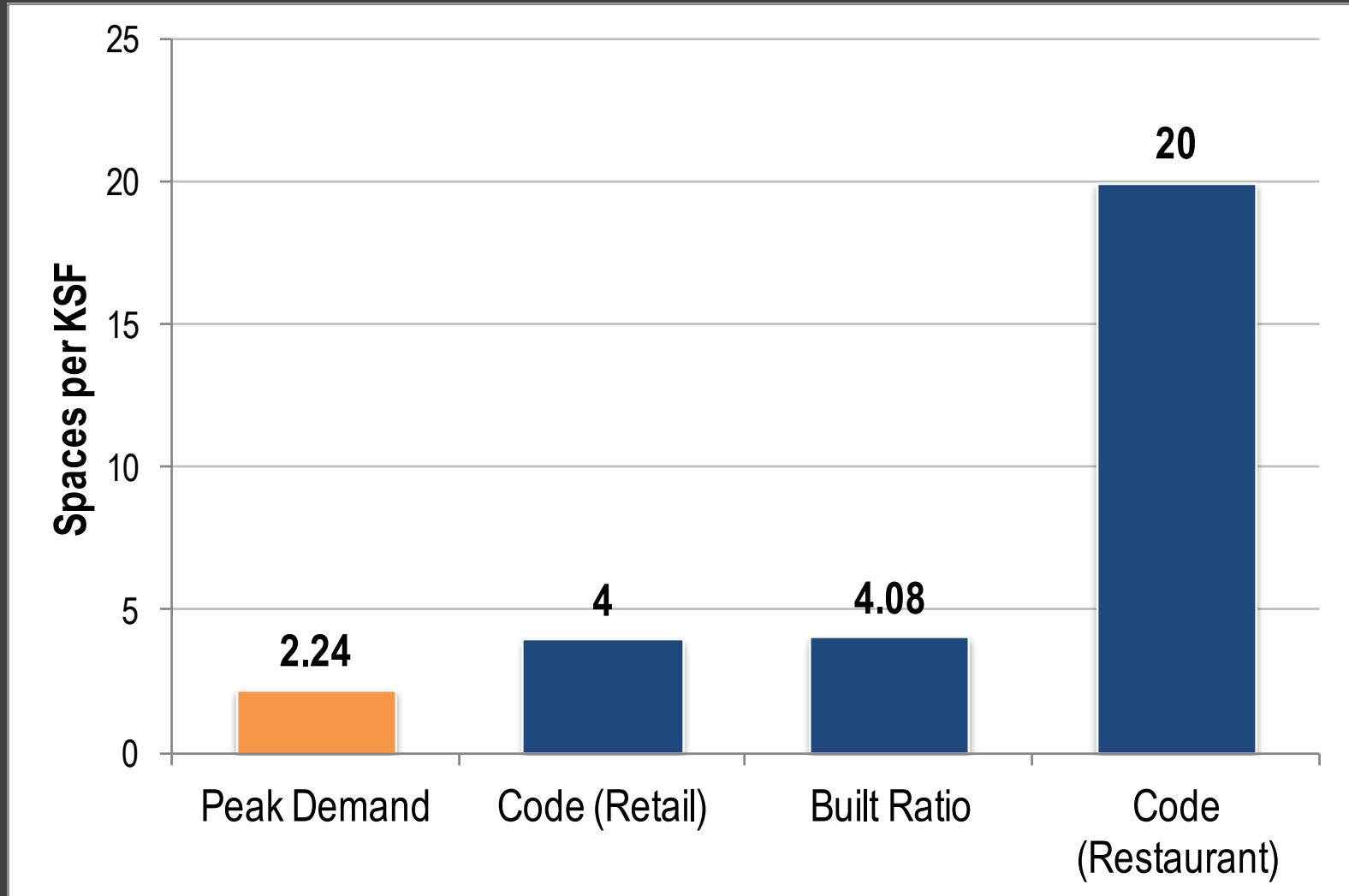
How convenient is it to park in Corona del Mar?



Peak Demand vs. Code Requirements

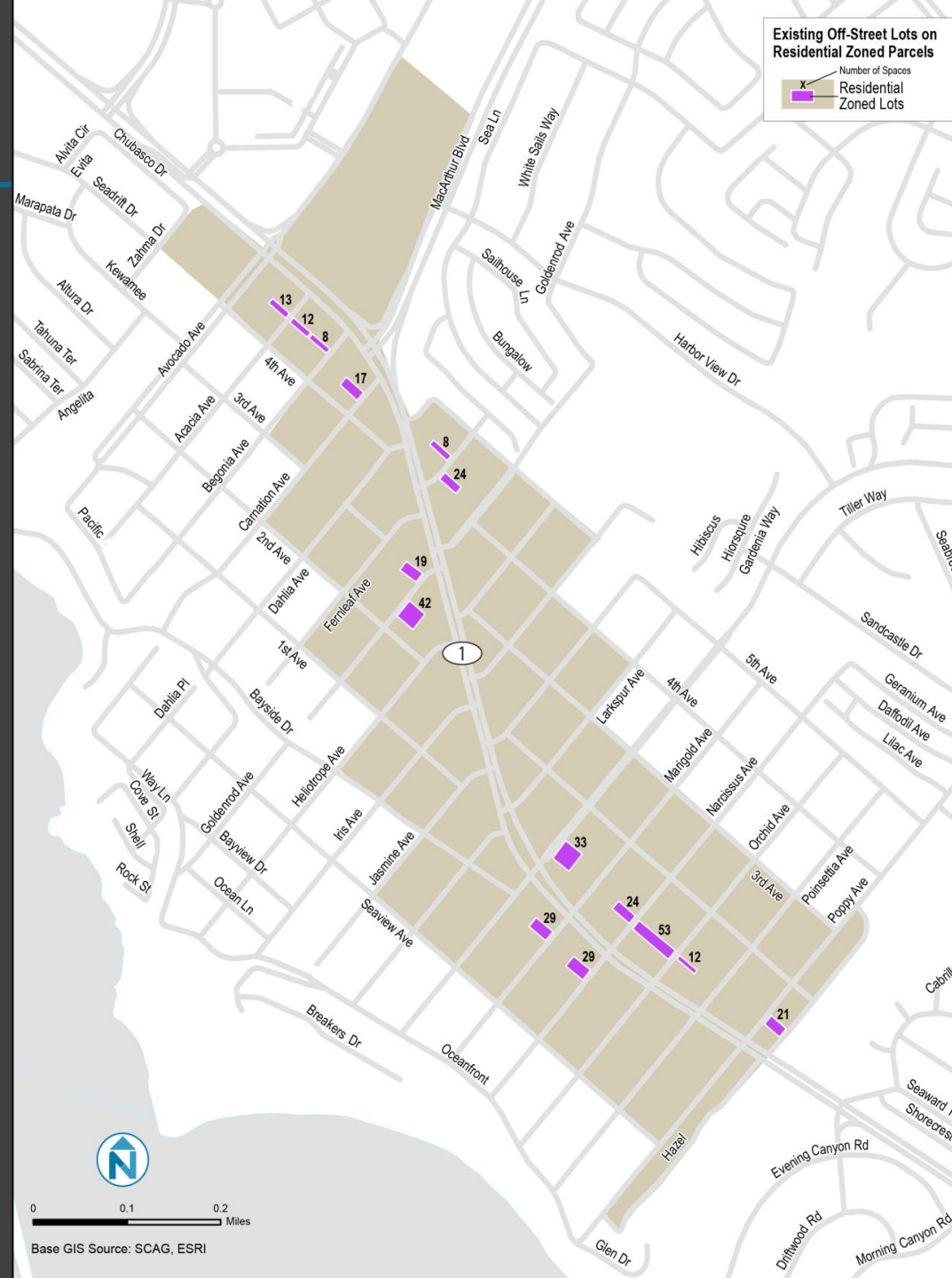
- Peak *total* demand – 2,143 vehicles
- Peak *commercial* demand - 1,518 vehicles
- Total occupied commercial square footage – 676,000 square feet
- Ratio of commercial parking demand – 2.24 per thousand square feet

Peak Demand vs. Code Requirements



Future Development

- Maximum buildable land = ~ 63k SF
 - 143 peak-hour vehicles
- 15 existing lots zoned for residential use
 - Potential loss of 344 parking spaces



Key Findings

- 3,400+ spaces, vast majority of which are **free** and **unregulated**
- Parking supply generally underutilized, even at peak hour
- “Pockets” of high demand exist

Key Findings

- City code does not encourage efficient use of supply through shared parking



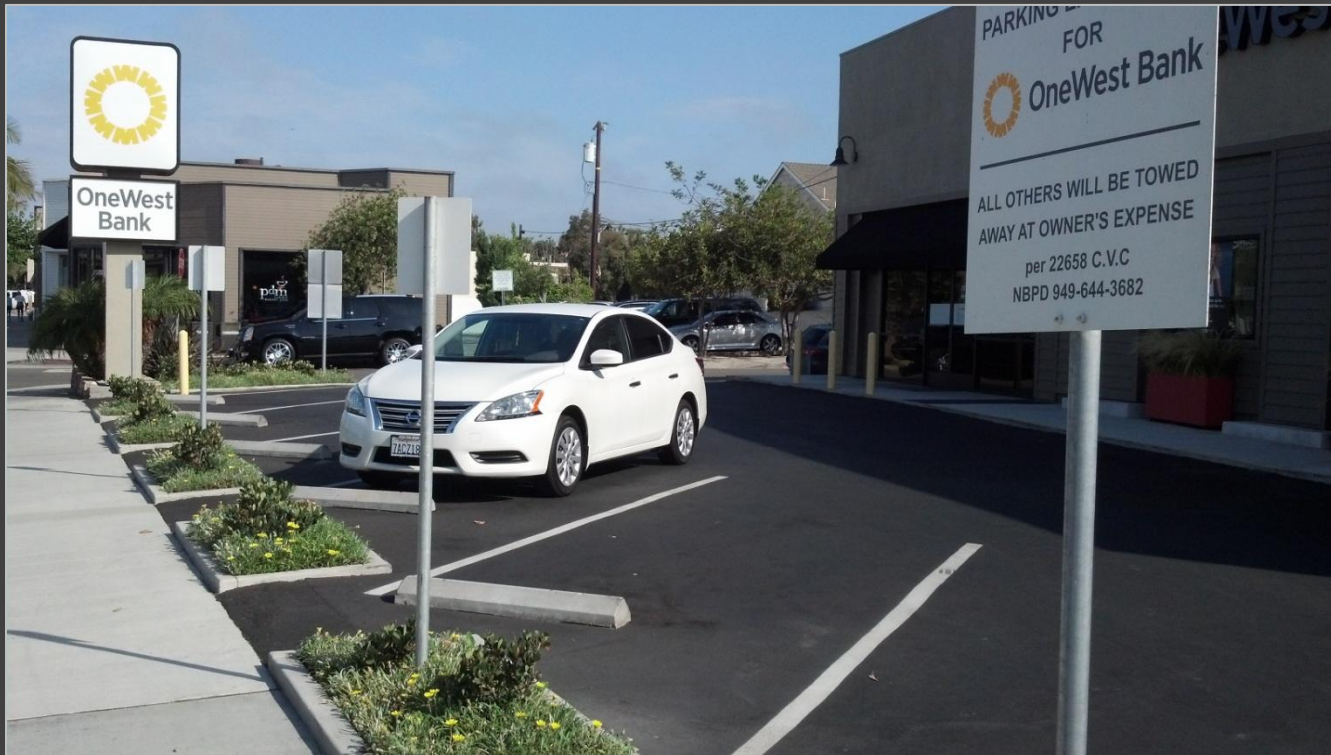
Key Findings

- Paid public lots + reserved private lots + free on-street parking = Excessive cruising and neighborhood spillover



Key Findings

- Data strongly suggests there is not a parking supply shortage, but rather a need for **enhanced management of existing supply**



Key Findings

- Peak demand is below code requirements and built ratio of parking
- Even with maximum development, and assumption of NO additional parking, parking is available in future conditions



DRAFT STRATEGIES – SHORT TERM

Strategy #1: Revise Parking Code

- **“Blended”** non-residential rate of **2 per KSF**
- Institute a parking **in-lieu fee** to increase flexibility and fund local improvements
 - Shared parking
 - New parking construction
 - Valet/shuttle services
 - Bike parking
 - Wayfinding
 - TDM programs

Strategy #1: Revise Parking Code

- **Shared parking** as of right
- Exemptions for **small add-ons**
- Exemptions for **small changes of use**
($<$ than 5k SF)
- Enhanced **bicycle parking** requirements

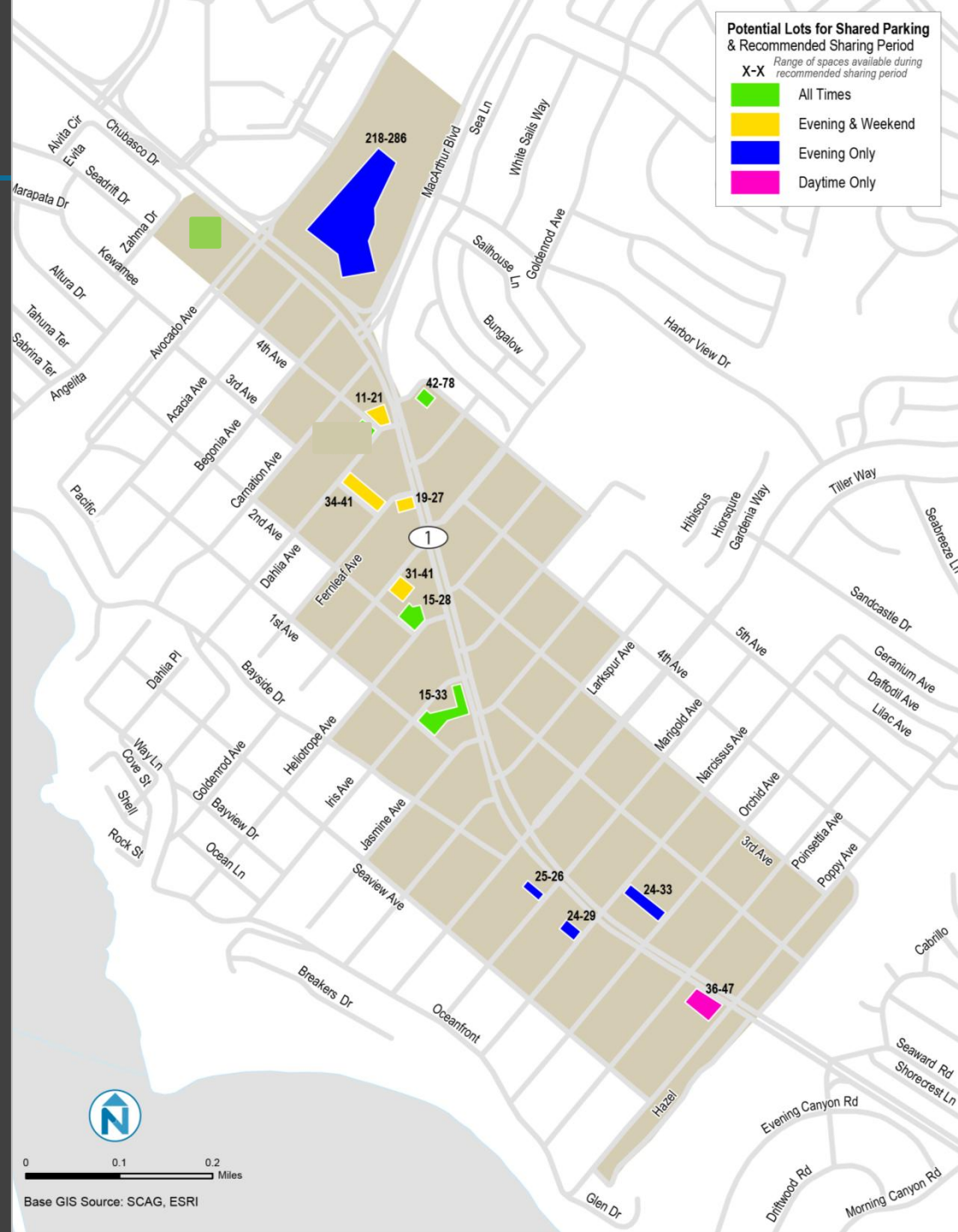
Strategy #2: Extend Time Limits and Adjust Pricing

- Increase time limits on East Coast Highway
 - Won't prevent spillover, but may “capture” more parkers
- Make less convenient off-street lots free, but retain 10-hour time limits



Strategy #3: Shared Parking

- Pursue agreements with interested property owners
- Address issues of liability, maintenance, and cost sharing
- Explore potential for outside assistance (e.g. GoSpot Parking)



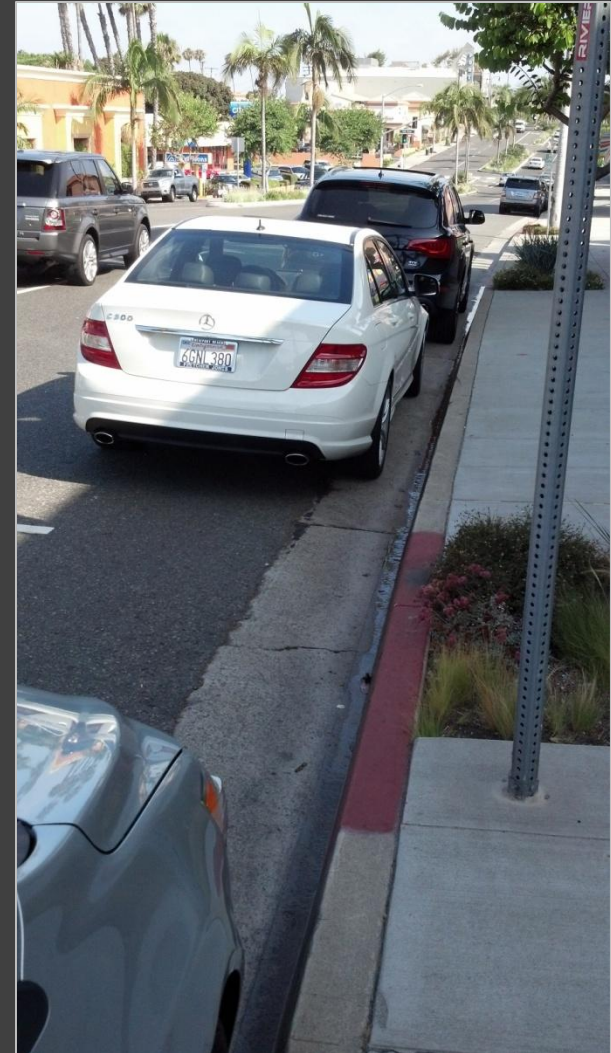
Strategy #4: Better Manage Employee Parking

- Create employee permit program (EPP)
 - \$50 annual fee
 - Specific lots & hours
- Explore additional incentives
 - Parking cash-out
 - Guaranteed Ride Home (GRH)
 - Pre-tax transit benefits



Strategy #5: Restripe Parking to Maximize Supply

- Identify red curb areas on East Coast Highway and eliminate, if appropriate
- Restripe existing parking lots to maximize supply
 - Sherman Library and Gardens Overflow lot
 - Five Crowns lot



Strategy #6: Increase Bicycle Parking Supply

- Coordinate with Bicycle Master Plan
- Identify and locate parking at priority locations
 - Clock Tower
 - Port Theater
 - Starbucks
 - Rose Bakery Café



Strategy #7: Wayfinding Improvements

- Coordinated design scheme for new signage
- Create proper signage for off-street lots
- Reduce signage where feasible



Strategy #8: Monitoring & Evaluation Program

- Monitor the progress of strategies
- Develop consistent data collection program
- Evaluate and make adjustments as necessary



DRAFT STRATEGIES – LONG TERM

Strategy #9: Introduce Demand-Based Pricing

- Price most popular on-street spaces
 - No time limits
 - “Pay to stay”
 - Stay longer -> pay higher rate
- Maintain less convenient off-street lots as less expensive or free
- Use parking revenues to fund local improvements
 - Leasing of shared parking
 - New parking construction
 - Security / ambassadors
 - Street cleaning
 - Bicycle parking



Strategy #10: Resident Permit Program

- Offer a Residential Parking Permit program option
- Prioritize resident needs
- Allow short-term visitor parking



Strategy #11: Remote Shuttles



- Free remote parking service
- Variable peak and non-peak season times
- Meet the needs of multiple users groups (beach goers, employees, etc.)
- Exercise caution due to cost

Strategy #12: Peak Period Valet Service



- “Universal” service
- Holiday season, summer, key holidays
- Friday evenings & Saturdays
- Vehicles stored in off-street lots
- Use latest technology



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